



**Category:** Corporate and Business Communications Campaign

**Company:** Karol Marketing and Hadrian Technology

**Entry title:** Re-vision-ing Hadrian Technology

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**Brief and objectives:**

North East-based CCTV design, supply and installation business, Hadrian Technology (HT) advises clients on bespoke high-quality CCTV solutions.

The company is at the forefront of advanced digital analytics and its easy-to-use operating systems offer market-leading business analytics, including off-site monitoring, people counting and heat mapping.

Our objectives:

- Build HT's reputation as a successful installer, positioning the company as an influencer within the security industry
- Position HT as a pioneering tech company among the North East business community
- Secure a long-term pipeline of media opportunities.

**Rationale behind campaign, including research and planning:**

Before appointing Karol, HT had no media profile. Research revealed a long-outdated perception of the CCTV-installation market. Many considered it low-tech and uninspiring small businesses consisting of one man and his ladder, installing poor-quality security cameras producing the grainy footage seen on Crimestoppers.

Consequently, media appetite to profile such companies was low.

We identified high levels of innovation in the industry that were widely unknown, so aimed to re-position HT as a pioneering North East tech company and example of business excellence.

Identifying a strategy to address this misconceptions was vital to our objectives.

Research identified an opportunity for the company to enter business awards, using them as a platform for media exposure and credibility. We established HT's financial performance

could qualify it for the prestigious Sunday Times' league table of the UK's fastest growing companies – the Fast Track 100 – if it achieved a number of targets.

Our research also uncovered the Financial Times' inaugural league table of Europe's fastest growing companies - the FT 1000 - was to be launched after the Fast Track 100.

### **Strategy and tactics, including creativity and innovation:**

Our strategy:

- Use business awards to prompt reappraisal of HT by the business community
- Make strategic business recommendations to support awards shortlisting – e.g. bringing forward a planned increase in head count
- Use entry into prestigious Fast Track 100 and FT 1000 as the basis of a high-impact media moment to secure coverage, positioning HT as a pioneering tech company
- Use award rankings to secure long-term pipeline of media opportunities
- Adopt the job title of 'Co-Founder' for Gary Trotter – conveying Gary's seniority without misrepresenting his position

As the Sunday Times Fast Track 100 rankings were published online ahead of print publication, we pre-briefed journalists under embargo allowing coverage to appear on the day.

We amplified the announcement via HT's owned channels, particularly LinkedIn (strong business audience across target sectors).

Karol:

- Re-wrote Gary Trotter's and senior team members LinkedIn profiles, making recommendations for improvements and providing a template that employees could use or adapt
- Developed HT's company LinkedIn page to ensure it effectively articulated its services

Following Fast Track 100 success, we recommended entering the FT 1000 – again following a strategy of pre-briefing journalists ahead of the announcement. However, unlike the Sunday Times, the FT does not inform companies in advance of their position. Recognising that providing information on HT's ranking and performance against regional firms in advance had been helpful to securing media coverage, we analysed the results in the early hours of announcement day, providing journalists with specific details of rankings and other NE firms named in the FT 1000 by 7am.

Subsequently we used HT's Fast Track 100 and FT 1000 success to explore opportunities with priority journalists to generate a pipeline of impactful interviews and profiles.

We also wrote the nomination for Gary Trotter to be recognised in (industry authority) IFSEC Global's prestigious Annual Top 50 Influencers ranking - Gary was named Most Influential Installer for 2016/17.

## **Implementation of tactics:**

Pre-launch:

- Strategy development
- Advised on requirements and application submissions for Fast Track 100/FT 1000
- Audit of owned media and recommendations
- Refresh of website copy images
- Facilitated photography of senior team
- Developed media materials and owned media collateral

Launch (both Fast Track 100 and FT 1000):

- Pre-briefed target journalists and followed-up on morning of announcement
- Posted LinkedIn collateral and article on company website

Post-launch:

- Collated and evaluated media results
- Secured long-term pipeline of editorial opportunities

## **Measurement and evaluation:**

Position HT as a pioneering North East tech company:

- Gary Trotter was named IFSEC Global's most influential installer for 2016/17
- Fast Track 100 – ranked 58<sup>th</sup>
- FT 1000 – ranked 252<sup>nd</sup>

Secure a long-term pipeline of impactful media opportunities:

Fast Track 100 -

- 1.7 million+ circulation including:
  - Full-page front cover article in leading regional newspaper, The Journal Business supplement, lead article in regional titles Bdaily and in-depth coverage on Insider Media
  - Security trade coverage including, Professional Security, ProSecureNewsOnline, Security Buyer, Locks & Security
- Congratulatory tweets from regional business influencers including Department of International Trade North East (4,160 followers), North East BIC (followers 8,939), Muckle LLP (2,488 followers), Sunday Times Fast Track (4,814 followers)
- LinkedIn: 4,500+ impressions and 65 actions (likes or comments) - LinkedIn analytics FT 1000 -
- 1.8 million+ circulation including:
  - Regional business coverage included full page front cover article in leading regional newspaper The Journal's (circulation 16,670) business supplement, lead news story on Bdaily (circulation 153,643) and Insider Media (circulation 250,000)
  - Security trade coverage including Professional Security, PSI and IFSEC Global – industry authority for security and fire sectors

- LinkedIn: 7,000+ impressions, 92 actions (likes or comments) - LinkedIn analytics

Pipeline coverage -

- The North East Times 'Long Game' – authored article from Gary Trotter on the evolution of the CCTV industry in April issue
- The Northern Echo 'Meet the Boss' profile – full page interview with Gary Trotter published in business pages, 22nd May 2017
- Northern Insight - authored full-page opinion article published in June issue

Further coverage to appear -

- BQ Magazine - interview with Gary Trotter (April 2017) due to be published June 2017
- The Journal – in-depth interview secured in May 2017. To be published late June 2017
- Sunday Times 'How I Made It' - interview with Gary Trotter scheduled to appear June 2017
- Authored articles in titles including Hotel Owner, Hotel Business and Hospitality Today from June – September 2017

**Budget and cost effectiveness:**

Karol delivered this campaign as part of our monthly retainer of £1,650.

Time allocated to this activity amounted to £9,075 (£950 of which allocated to planning).

Photography cost £150. Karol utilised Fast Track 100 and FT 1000 branding.

The campaign exceeded client expectations:

- 3.5 million+ circulation figures
- Significant step-change in the positioning of HT
- Gary Trotter named IFSEC Global's most influential installer for 2016/17
- Significant new business enquiries generated, including two projects from the USA. If successful they will be HT's first international projects.